
360董事长周鸿祎
迄今为止唯一著作
周鸿祎○著
周鸿祎自述
我的互联网方法论

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第一章

欢迎来到互联网时代

任何企业都可以找最强的竞争对手打，但有一个对手你是打不过的，那就是趋势。趋势一旦爆发，就不会是一种线性的发展。它会积蓄力量于无形，最后突然爆发出雪崩效应。任何不愿意改变的力量都会在雪崩面前被毁灭，被市场边缘化。

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第二章

互联网里的用户至上

为什么说360是一个互联网公司，而不是单纯的杀毒软件公司？因为360不是靠卖杀毒软件挣钱，而是通过免费杀毒得到了海量的用户基数。直到今天，360杀毒依然不赚钱，但因为我们向海量用户推荐使用360浏览器，通过导航、搜索、网页游戏等业务获得了丰厚利润。这就是用户的力量。

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第三章

颠覆式创新

颠覆式创新都不是敲锣打鼓来的，而是隐藏在一片噪声里。它是代表未来趋势的一个信号，但你却通常看不到、看不懂、看不清。所以，一定不能以一种藐视的态度看待新生事物。它可能满身缺点，但是颠覆你的东西，不需要做成十项全能。它只要在一个点上追求极致，远远超过你，这就足够了。

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已启用智巧模式保护您的系统安全
快速扫描
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第四章
免费时代

传统经济的本质，就是低买高卖。但互联网最激动人心的地方，在于你能给亿万用户提供非常好的产品免费用，最后你还能因此获得巨额的财富。这种模式在传统的商业世界中是无法解释的。

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第五章
体验为王

在拉斯韦加斯有一个酒店，客人离开酒店的时候，门童会塞上两瓶冰镇矿泉水，免费给客人在路上喝的。这两瓶水给客人的感觉是无微不至的关怀，也是预料之外的贴心服务。这就是超出预期的体验，才是真正的客户体验。

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第六章

互联网方法论

在进行微创新的时候，很重要的一点就是不要老想着做平台。无论是创业公司，还是转型互联网的传统企业，最忌讳的就是一上来就冲着宏大的平台化思维做，因为用户不会因为你做了一个平台就接受你的产品。

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[illegible]iPod[illegible]MP3[illegible]iPhone[illegible]

[illegible]1[illegible]

[illegible]iPhone[illegible]“think different”[illegible]“[illegible]”[illegible]

[illegible]“Stay hungry, stay foolish”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“stay foolish”[illegible]“[illegible]”[illegible]“stay hungry”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]10[illegible]

[illegible]AT&T[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]WhitePlains[illegible]

[illegible]

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[illegible]“think different”[illegible]“think different”[illegible]

[illegible]“Stay hungry, stay foolish”[illegible]



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